

## Tourist Satisfaction and Revisit Intention towards the Local Food Heritage in Kelantan

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**Abstract:** *Local cuisines play a vital role in creating tourist destination places, boost tourism, and become one of the tourism products and attractions. However, there are limited studies focussing on local food heritage in Kelantan especially in terms of the tourist satisfaction and revisit intention. Hence, this study aims to identify the tourist satisfaction towards the revisit intention on local food heritage at Kelantan. This study is a quantitative study and online survey was used as the data collection instrument for 62 respondents which had post experience visiting Kelantan. The outcomes of this study show that the prominent factors of tourist satisfaction are affordable price which mean value is 4.47. Meanwhile, the least mean value which is 3.61 falls under the destination image. Based on the findings, this study has successfully contributed to identify the factors of tourist satisfaction and revisit intention towards local food heritage in Kelantan. Hence, the authority of Kelantan should promote their local food heritage as a tourism product and encourage the local community to sustain the uniqueness of their local food heritage.*

**Keywords:** Gastronomy Tourism, Local Food Heritage in Kelantan, Tourist Revisit Intention, Tourist Satisfaction

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### 1. Introduction

Food is essential in Malaysia as it is a part of the culinary appeal to a certain destination due to various ethnic groups, races, cultural traditions and beliefs. Each ethnic group has its own own cuisine, which is interesting to promote to potential tourists. Apparently, gastronomy tourism, which was formerly viewed as a niche product, is now seen as a critical component in attracting more foreign travellers (Yusoff et al., 2013). Gastronomy tourism has developed in importance as a strategy to attract foreign visitors, with many places embracing food as a source of appeal in their tourism marketing efforts (Guzel & Apaydin, 2017). Currently, people are started to explore leisure involvement associated with food which cause the gastronomic tourism to receive attention. Local food heritage is the primary reason for tourists to visit Kelantan. It is due to the authenticity of taste, affordable price, heart-warming services and friendly local people (Rousta & Jamshidi, 2020). Local food is described as authentic products that not only represent tourism destinations but also exhibit the local culture. It has been found to be a key component of tourism experience and a very crucial part of tourism system (Zhang et al., 2019). On the other side, local food and beverages were produce at local areas which represent the local identity or brand (Nguyen et al., 2019). Thus, local food has been regarded as a strategic tool to promote social and economic development of destinations.

Malaysia surpasses Thailand as the second most visited country in Southeast Asia in 2017. According to a 2016 report from Department of Statistics Malaysia, the food and beverage business contributed 16 percent of the RM 29.2 billion contribution of the tourism sector out of a total of RM 182.4 billion, compared to 43.9 percent for retail trade (Ghazali, 2020). According to Department of Statistics of Malaysia (DOSM) (2020), Kelantan received a total of 10,986 domestic tourists together with tourism domestic travel of 15,911 last year. This indirectly contributed to the country's revenue and the state of Kelantan itself. Since then, the rise in number of interest in study of gastronomy and local food cuisines have both impacted on tourism incomes and also provides public and financial aids to the local community (Noor et al., 2018). Indirectly, the local people who involved in gastronomy activity could generate their income through the expenses of tourists who went there. It somehow will help them financially and also to make tourism sector in Kelantan grow positively.

## 2. Literature Review

Gastronomy tourism has grown significantly, becoming one of the most active and innovative parts of the tourism industry. As a result, it aided in the development of the destination and region while also creating opportunities for diversity. It was emphasized that one of the most crucial aspects that travellers must eat while travelling is food and drink. Food heritage is described as a collection of material and non-material components of food culture that are widely regarded as a shared inheritance (Adilah et al., 2021). Food heritage in Malaysia has been related to old and classical cuisines that are continuously cooked and eaten by people of all generations without substantial changes in the original flavours.

Chen and Tsai (2007) also added tourist satisfaction is a nuanced picture or sensation that visitors create or acquire as a result of engaging in recreational activities, and it is measured by the level of pleasure gained from such activities (Intan et al., 2018). Customer satisfaction is one of the most important predictors of post-purchase behavioural intentions because it considerably improves customers' perceptions of the products or services. It may also persuade customers to make an attempt to return in the future. Tourists who are pleased with their product or service purchases and overall visit experiences are more likely to return, recommend future consumers, and spread the word about the place.

Tourists' intentions are frequently ambiguous, and they change over the course of a tourism experience. This indicates that the environment can have a big impact on tourist intentions and behaviour when it comes to culinary tourism. The tourist intention encompasses the decision to visit a certain location, as well as subsequent evaluations and future behavioural intentions (Intan et al., 2018). The travel experience or perceived trip quality during the stay, perceived value, and overall satisfaction are among the following assessments, while future behavioural intentions include the intention to return and the willingness to refer are among the future behavioural intentions (Nguyen et al., 2019). Positive perceptions toward food services or other products are frequently linked to positive behavioural intentions among tourists. Hence, traveller's positive attitudes influence their intention to choose or revisit a destination (Rousta & Jamshidi, 2020).

### **3. Factors of Tourist Satisfaction**

#### **3.1 Food Image**

Food image is an crucial element of Malaysian culture, and it has been used to promote ethnic cuisine and tourism in the country. Maintaining the authenticity of Malaysia's indigenous food is vital to the country's tourism development since food represents Malaysia's culture and ethnic groups. Another elements in food image are food taste, food quality , food safety and many more (Intan et al., 2018). As in Kelantan, there are many ethnic groups such are Malay, Indian, Chinese, Siam and so on. Through the variety of ethnic, there will be various types of traditional food representing their customs. As a result, one of the advantages of Malaysia authentic cuisine is that it attracts many foreign tourists who want to try Malaysian cuisine.

#### **3.2 Destination Image**

The concept of a destination image can be described as a concept that incorporates the visitor's and tourist's beliefs, ideas, and impressions about the place (Hanan & Abd Hamid, 2017). Destination image focuses more on the uniqueness and attraction of the destination and what the place can offer or provide for its visitors (Hanan & Abd Hamid, 2017). Tourist make decision based on destination image and it plays crucial role to decide their travel decision and influence the tourist's satisfaction (Intan et al., 2018). Kelantan has many interesting places and best tourism offers such are Pantai Cahaya Bulan, Pantai Irama, Pasar Siti Khadijah central market, Gelanggang Seni Cultural Centre, Muzium Islam and many more. Those destinations are suitable for tourists who keen to learn about the culture of Kelantan especially at Islamic Museum.

#### **3.3 Service Quality**

Service quality defined as the delivery of excellent service relative in order to meet customer satisfaction (Ramya, 2019) . Service quality is very important to measure how good certain services that tourists had. According to Parasuraman (1988), SERQUAL is a tool that can be used to assess service quality. It has five dimensions such are Reliability, Responsiveness, Empathy, Assurance, and Tangible. SERQUAL is now being used by some restaurants and financial institutions to assess customer-provider relationships (Ramya, 2019). This is because, the business providers will serve the best services to make sure the customers are satisfied.

### **4. Factors of Revisit Intention**

#### **4.1 Memorable experience**

Customers' cognitive, emotional, and behavioural responses are all influenced by their dining experience. However, the difference will be determined by how the customer perceives the eating experience, whether positive or negative. The food and beverage business, as well as its quality, sanitation, behaviour, customer service, brand image, and price, are the most influential variables in shaping the eating experience of customers (Karunaratne & Dassanayake, 2019).

#### **4.2 Affordable Price**

Affordable price best known as something that are worth to pay. When a certain products or services are in low price, the customers tend to revisit again in future. Customers who feel valued and believe the restaurants provide good value for money will have a favourable attitude toward the local cuisine served. Customers who enjoy food in general are willing to pay a

higher price to protect their interests. In the price category, the words "affordable," "inexpensive," and "reasonable" convey a positive connotation of Malaysian cuisine as one that offers good value for money (Kamarulbaid & Mustapha, 2021). Same goes to the price of local food at Kelantan which is in low price and most of customers are able to pay. According to respondents in this research, the local food at Kelantan are affordable and worth to buy. This is among the crucial factor that affects their decision to revisit again in future.

### 4.3 Amazing Food Taste

The primary reasons for a customer's visit to a restaurant are the food and its taste and quality. Food presentation, variety, healthy options, freshness, taste, temperature, and portion size have all been identified as contributors to food quality and taste, with the ability to create pleasant dining experiences and, as a result, behavioural intentions such as customers returning. The dining experience on local food heritage in Kelantan are literally satisfied which is on food taste, food quality and serving style of the food (Nguyen et al., 2019). Most of respondents are agreed that their local food heritage experience at Kelantan were amazing. This is among the factors which influence tourists to visit again in future.

The framework of the study has basically discussed the factors of tourist satisfaction and revisit intention towards the local food heritage in Kelantan. Furthermore, this study is mainly focused on to identify the factors of tourist satisfaction and revisit intention. Thus, Figure 1 shows the overall framework of this study.

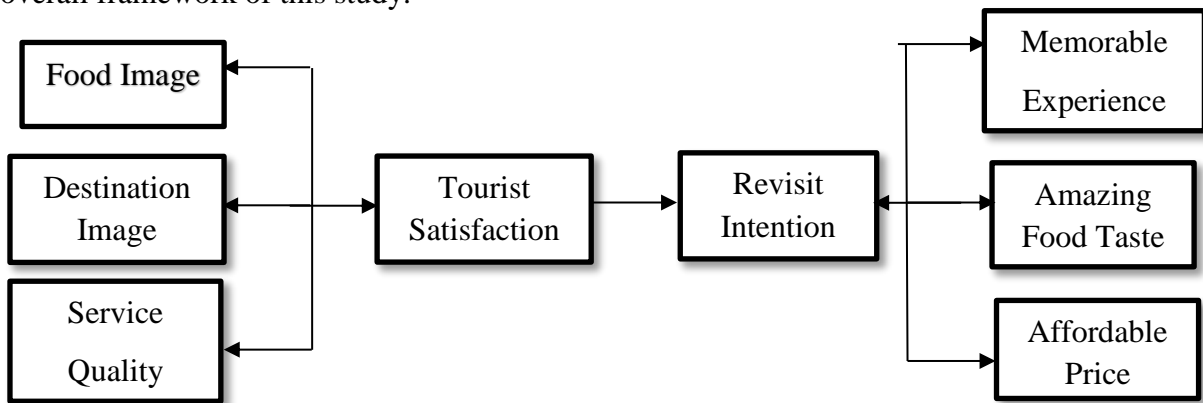


Figure 1. Framework of the study

### 4. Background of Kelantan

Kelantan is a Malaysian state on Peninsular Malaysia's east coast that is well-known for its cultural history and natural environment, which contribute to the state's tourism industry development (Hanan & Abd Hamid, 2017). This state in the country's northeast is noted for both its economic backwardness and its rich cultural heritage. According to Pusat Pelancongan Negeri (2019), cultural tourism has been promoted as a significant force in promoting the local economy (Tsuji et al., 2021). As a result, the state tourism agency developed a new plan to promote local cuisine as a major tourist attraction. Kelantan's trademark of promoting tourism attractions as the "cradle of Malay culture" develops an image of the state (Hanan & Abd

Hamid, 2017). However, there are still limited studies on the local food heritage in Malaysia. Hence, this study aims to investigate the tourist satisfaction and revisit intention on local food heritage in Kelantan. Due to that, there will be a specific study which emphasizing on local food heritage towards identifying tourists satisfaction and revisit intention to that state. Tourists who had a pleasurable experience will recommend to their friends and relatives and definitely come back again in future. Thus, it will create a positive turnover towards local businesses at Kelantan.

**5. Study Methodology**

The method of this research was a quantitative design that used descriptive analysis. This study adapted the sample size made by Roscoe (1975) whereby only 62 respondents were sufficient to complete the questionnaires (Memon et al., 2020). Therefore, the population was taken from the total domestic tourists who had been to Kelantan by any mode of transportation. Basically, the questionnaire has 3 sections altogether, which were: (a) personal background, (b) tourist satisfaction and (c) revisit intention towards local food heritage in Kelantan. A Likert scale measurement was used in both Section C and D. For section C on tourist satisfaction, the scale ranged from 1= Strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree and 5= Strongly Agree. Meanwhile, for Section D on revisit intention, the scale ranged from 1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. The mean and mean ranges were used to determine the level of tourist satisfaction and revisit intention on local food heritage in Kelantan. This instrument shows that the respondents can answer the question by using several options of answers. The mean values were classified according to the mean range of 5-point scale, namely Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree.

**6. Findings and Discussion**

As shown in Table 1 below, respondents are mainly female 87.1% and most of the respondents are age 22 years old with 33.9% and currently from a Diploma and Degree students which is 93.5% (N=58) and the rest is full time worker 4.8% (N=3). Majority of the respondents are Malaysian which the value is 96.8% (N=60).

**Table 1 : Profiles of the respondents.**

<b>Dimension</b>	<b>Items</b>	<b>Frequency</b>	<b>Percent (%)</b>
<b>Gender</b>	Male	8	12.9
	Female	54	87.1
<b>Employment status</b>	Full time	3	4.8
	Part time	1	1.6
	Student	58	93.5
	Retired		
	Unemployed		
	Housewife		
<b>Race</b>	Malay	37	59.7
	Chinese	22	35.5

	Indian	2	3.2
	Middle East	1	1.6
	Other		
<b>Nationality</b>	Malaysian	60	96.8
	Non- Malaysian	2	3.2
<b>Purpose of visit</b>	Personal trip	34	54.8
	Business trip	1	1.6
	Residence	1	1.6
	Studying	6	9.7
	Visiting friends and relatives (VFR)	19	30.6
	Working	1	1.6
<b>Length of stay</b>	2-3 days	47	75.8
	A week	9	14.5
	A month	6	9.7
	More than a month		

The mean score for all factors of tourist satisfaction and revisit intention were calculated to gain the highest and lowest mean values in order to gain the most prominent factors of the variables. Table 2 shows the summary of the mean scores for this study.

**Table 2 :** The result of factors in this study

<b>Variables</b>	<b>Items</b>	<b>Mean</b>	<b>Average Mean</b>
Affordable Price -	The reasonable price has positive influence on satisfaction	4.47	4.47
Food Image -	The originality, authenticity and uniqueness gives me pleasure.	4.44	4.44
	Eating Kelantan local food adds to my visiting enjoyment	4.37	
Food Taste -	Kelantan food contributes to my eating pleasure	4.27	4.24
	I experienced the culture of Kelantan through its food	4.24	
	The food experience in Kelantan suits my taste	4.21	
Service Quality -	The serving style and food presentation are attractive.	4.21	4.21
Dining Experience –	Kelantan food contributes to the quality of my visiting experience	4.34	4.13

-	I will share and spread on my food experience to attract my friends and family	4.15	
-	The atmosphere, lighting, music decorations in the vendor	3.90	
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Destination image –	I will definitely explore more on other hidden Kelantan’s product and services in the future.	4.24	4.06
-	As a whole, Kelantan is a great destination for food tourists	4.24	
-	In general, i will definitely return to Kelantan for gastronomy	4.15	
-	Kelantan remains my first choice if I visit there again	3.61	
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Based on Table 2, the highest mean score is Affordable Price with the mean score 4.47 (ranked 1), and then followed by Food Image with the mean score of 4.44 (ranked 2). Next, Food Taste has a mean score of 4.24 (ranked 3), followed by Service Quality which the mean score is 4.21 (ranked 4). The bottom three which are Dining Experience with the mean score 4.13 (ranked 5) and Destination Image with 4.06 (ranked 6). Therefore, the local food at Kelantan are affordable to pay meanwhile, its atmosphere and surrounding become the least that makes tourists prefer not to revisit Kelantan.

Based on the findings that have been discussed before, these are some of recommendations that could be meaningful for future tourism development at Kelantan. Since this study focuses on gastronomy tourism more specifically on local food heritage, it is suggested that the tourism agency at Kelantan could view this opportunity in order to develop Kelantan as a food heritage destination in line with Melaka, Negeri Sembilan, Penang and Pahang. This is because, the food sector becoming the largest contributor to our country and crucial elements when travelling. Indirectly, it will help the local people business in terms of promotion and expenditure as most of Kelantanese people are involved in business sector.

The aim to know the most preferred and the least preferred of factors of tourist satisfaction and revisit intention towards local food heritage is to determine the preferred factors that had been choose by respondents. As mentioned previously, Destination Image is the least preferred which this variable has the lowest mean value compared to other factors in this study. Thus, a few proactive actions should be taken in order to make Kelantan as a interesting and worthy tourism spot to be visit by tourists such are by maintaining the hygiene level, create more tourism products, and renovate some old buildings and add some decorations throughout the hawkers or restaurant itself. In addition, the local people also need to show the sense of good

impression and welcoming towards the tourists. This is because, a very friendly local people that entertain tourists will makes them happier and intends to revisit again in future.

## 7. Conclusion

In conclusion, this study had successfully provided much information on the tourist satisfaction and revisit intention towards the local food heritage in Kelantan even there are some limitations found throughout the study. This study using quantitative method as a methodological approach in this study. Lastly, the two objectives of the study had also been achieved. For objective one, there are three factors that contributes to tourist satisfaction which are food image, destination image and service quality. Meanwhile, for objective two, the most influential factors that lead to revisit intention are dining experience, affordable price and amazing food taste. In addition there are some potential factors to be included for future research which are focussing on tourist experience and behavioral intention towards the local food heritage in Kelantan. Thus, it will help the gastronomy tourism in Kelantan promotes more on local food heritage in future.

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